

## ORDER



**Orders**  
**Order / Rev:** 710679  
**Alt Order #:** 06300868  
**Product Desc:** OBAMA SCHED C  
**Estimate:** 1687  
**Flight Dates:** 09/04/12 - 09/17/12  
**Original Date / Rev:** 08/29/12 / 09/18/12  
**Order Type:** Political

## WUSA

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential,Political,PL-Federal  
**Priority:** P-1  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/03/12	09/09/12	56	\$59,700.00	\$50,745.00
09/10/12	09/16/12	76	\$94,450.00	\$80,282.50
09/17/12	09/23/12	17	\$18,800.00	\$15,980.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	149	\$172,950.00	\$147,007.50	0.00
<b>Totals</b>	<b>149</b>	<b>\$172,950.00</b>	<b>\$147,007.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	09/04/12	09/10/12	9-930a Inside Edition	CM	9-930a	MTWTF--	:30	5	\$200.00	P-2	0.00	NM	6	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/04/12	09/10/12	MTWTF--		5				\$200.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	6	WUSA	09/10/12-09/10/12	M-Su 4a-2a		M-Su 4a-2a	M-----	:30		\$0.00		0.00	NM		
	Ⓢ Bonus														
E 2	WUSA	09/12/12	09/14/12	9-930a Inside Edition	CM	9-930a	--WTF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--		4				\$200.00		0.00			
E 3	WUSA	09/17/12	09/17/12	9-930a Inside Edition	CM	9-930a	M-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	M-----		1				\$400.00		0.00			
E 4	WUSA	09/04/12	09/10/12	930-10a The Insider	CM	930-10a	MTWTF--	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/04/12	09/10/12	MTWTF--		5				\$200.00		0.00			
E 5	WUSA	09/12/12	09/14/12	930-10a The Insider	CM	930-10a	--WTF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--		4				\$200.00		0.00			

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Advertiser: Obama/D/President  
 Product Desc: OBAMA SCHED C  
 Estimate: 1687

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WUSA	09/17/12	09/17/12	930-10a The Insider	CM	930-10a	M-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	M-----		1				\$400.00		0.00			
E 7	WUSA	09/04/12	09/10/12	10-11a LETS MAKE DEAL	CM	10-11a	MTWTF--	:30	5	\$500.00	P-1	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/04/12	09/10/12	MTWTF--		5				\$500.00		0.00			
E 8	WUSA	09/12/12	09/14/12	10-11a Let's Make a Deal	CM	10-11a	--WTF--	:30	4	\$500.00	P-1	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--		4				\$500.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	1	NUSA	09/10/12-09/16/12	10-11a		10-11a	--WThF----	:30		<del>(\$500.00)</del>	0.00	NM			
		Unresolved [DNR due to CBS special report]													
E 9	WUSA	09/17/12	09/17/12	10-11a Let's Make a Deal	CM	10-11a	M-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	M-----		1				\$700.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	1	NUSA	09/17/12-09/23/12	10-11a		10-11a	M-----	:30		\$700.00	0.00	NM			
E 10	WUSA	09/04/12	09/10/12	Price Is Right The Price is Right	CM	11a-12p	MTWTF--	:30	5	\$1,100.00	P-1	0.00	NM	5	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/04/12	09/10/12	MTWTF--		5				\$1,100.00		0.00			
E 11	WUSA	09/12/12	09/14/12	Price Is Right The Price is Right	CM	11a-12p	--WTF--	:30	4	\$1,100.00	P-1	0.00	NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--		4				\$1,100.00		0.00			
E 12	WUSA	09/17/12	09/17/12	Price Is Right The Price is Right	CM	11a-12p	M-----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	M-----		1				\$1,300.00		0.00			
E 13	WUSA	09/04/12	09/10/12	DT Daytime (12:30 PM-3:00 PM)	CM	9a-3p	MTWTF--	:30	10	\$850.00	P-2	0.00	NM	7	\$5,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/04/12	09/10/12	MTWTF--		10				\$850.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	2	NUSA	09/04/12-09/10/12	DT		9a-3p	(12:30 PM-3:00 MTWThF----	:30		<del>(\$850.00)</del>	0.00	NM			
		Credited [NA]													
	4	NUSA	09/04/12-09/10/12	DT		9a-3p	(12:30 PM-3:00 MTWThF----	:30		<del>(\$850.00)</del>	0.00	NM			
		Credited [NA]													
	8	NUSA	09/04/12-09/10/12	DT		9a-3p	(12:30 PM-3:00 MTWThF----	:30		<del>(\$850.00)</del>	0.00	NM			
		Credited [NA]													
E 14	WUSA	09/12/12	09/14/12	DT Daytime (12:30 PM-3:00 PM)	CM	9a-3p	--WTF--	:30	8	\$850.00	P-2	0.00	NM	7	\$5,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--		8				\$850.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	8	NUSA	09/10/12-09/16/12	DT		9a-3p	(12:30 PM-3:00 F--WThF----	:30		<del>(\$850.00)</del>	0.00	NM			
		Unresolved [Due to CBS Special Report]													
E 15	WUSA	09/17/12	09/17/12	DT Daytime (12:30 PM-3:00 PM)	CM	9a-3p	M-----	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	M-----		2				\$1,400.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WUSA	09/17/12	09/17/12	DT Daytime	CM	9a-3p (12:30 PM-3:00 PM)	M- - - - -	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	M- - - - -		2				\$1,400.00		0.00			
E 16	WUSA	09/04/12	09/10/12	3-4p The Doctors	CM	3-4p	MTWTF- -	:30	5	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/04/12	09/10/12	MTWTF- -		5				\$450.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	5	NUSA	09/04/12-09/10/12	3-4p		3-4p	MTWThF- - - -	:30		<del>(\$450.00)</del>		0.00	NM		
	Credited [NA]														
E 17	WUSA	09/12/12	09/14/12	3-4p The Doctors	CM	3-4p	- - WTF- -	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	- - WTF- -		4				\$450.00		0.00			
E 18	WUSA	09/17/12	09/17/12	3-4p The Doctors	CM	3-4p	M- - - - -	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	M- - - - -		1				\$500.00		0.00			
E 19	WUSA	09/04/12	09/10/12	4-5p Dr. Phil	CM	4-5p	MTWTF- -	:30	5	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/04/12	09/10/12	MTWTF- -		5				\$600.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	NUSA	09/04/12-09/10/12	4-5p		4-5p	MTWThF- - - -	:30		<del>(\$600.00)</del>		0.00	NM		
	See MG 19.6														
	3	NUSA	09/04/12-09/10/12	4-5p		4-5p	MTWThF- - - -	:30		<del>(\$600.00)</del>		0.00	NM		
	Credited [NA]														
	6	NUSA	09/13/12-09/13/12	4-5p		4-5p	- - - Th- - - - -	:30		\$600.00		0.00	NM		
	Ⓜ MG for 19.2 09/10														
E 20	WUSA	09/12/12	09/14/12	4-5p Dr. Phil	CM	4-5p	- - WTF- -	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	- - WTF- -		4				\$600.00		0.00			
E 21	WUSA	09/17/12	09/17/12	4-5p Dr. Phil	CM	4-5p	M- - - - -	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	M- - - - -		2				\$750.00		0.00			
E 22	WUSA	09/04/12	09/10/12	CBS This Morning CBS This Morning	CM	7-9a	MTWTF- -	:30	10	\$250.00	P-2	0.00	NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/04/12	09/10/12	MTWTF- -		10				\$250.00		0.00			
E 23	WUSA	09/12/12	09/14/12	CBS This Morning CBS This Morning	CM	7-9a	- - WTF- -	:30	8	\$250.00	P-2	0.00	NM	8	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	- - WTF- -		8				\$250.00		0.00			
E 24	WUSA	09/17/12	09/17/12	CBS This Morning CBS This Morning	CM	7-9a	M- - - - -	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	M- - - - -		3				\$300.00		0.00			
E 25	WUSA	09/04/12	09/10/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF- -	:30	5	\$500.00	P-2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/04/12	09/10/12	MTWTF- -		5				\$500.00		0.00			





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N40	WUSA	09/07/12	09/07/12	US Open Tennis US Open Tennis	CM	US Open Tennis	----F--	:30	3	\$1,500.00	P-2	0.00 NM	3	\$4,500.00
N41	WUSA	09/07/12	09/07/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	----F--	:30	1	\$400.00	P-2	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week: 09/03/12		09/03/12	09/09/12	----F--			1			\$400.00		0.00		
												Totals	149	\$172,950.00